

Grand Organ, 9, 11 and 4:50
Chimes at Stroke of Noon

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
Fair

Working Always Toward Better Ways of Providing for Our Customers

The Solid Basis of Experience Is What We Come and Go Upon

Though the level of business has been and will be shifting for some time to come, we leave nothing to chance. What has been hitherto impossible shall become possible through knowledge and energy.

X-rays were existing forces waiting to be harnessed up to simplify surgery, whenever any one took the time and was smart enough to utilize them.

Far be it from us merchants to draw the line at achievements of business when we know full well the enlarging world in which we live needs bigger men and greater energies. Whoever will, may see the doors opening; almost every new book introduces us to a new world.

[Signed] *John Wanamaker*

Jan. 22, 1919.

Women's Spring Suits Prices \$30 to \$110

Yes—people are buying them already.

They have the straightest of straight lines—the skirts from a yard to a yard and three-quarters wide; the pockets very straight and flat and square; the coats straight and frequently belted. Frequently they have straight vests—white or pongee colored. Among the novelties one sees hand-embroidered lapels.

The materials are gabardine, serge, Poiret twill and checked velour.

The colors—slate, navy, black and tans chiefly; other colors among the checks.

Prices \$30 to \$110.

(First Floor, Central)

THERE is still good choosing among the small furs at half-price—notably among the foxes. But there is a little of everything that is fashionable.

(Second Floor, Chestnut)

Skirts That Larger Women Will Find Just Right

Because they have been planned especially for them and they are proved to be satisfactory by so many women buying these same models.

One style in fine woven serge with a round yoke ending in points at the sides. The back is gathered under a loose belt. Dark blue or black, \$18.75. Sizes 32 to 38 inches waist band.

The same model in a beautiful quality black broadcloth, 32 to 40 inch waist band, \$19.50.

A pleated black satin skirt, with paneled front and back, sizes 32 to 40 inch waist band, \$22.50.

(First Floor, Central)

There'll Be Plenty of Weather for These Young Women's Coats

They are \$39.50 each and are coats to wear for school or business or dress occasions.

There are several good styles, all of soft wool velour, pompon or silvertone. Quite a few have large shawl collars of nutria or Hudson seal (dyed muskrat) and all are lined throughout with lustrous silks.

Pekin blue, brown, sand and taupe are the fashionable colors. And such coats earlier in the season would have cost much more than the present price!

14 to 20 year sizes.
(Second Floor, Chestnut)

Quite Different in Design Are These New Voiles

Not that the patterns are large or striking in any way, because on the contrary they are rather small and inconspicuous.

The difference lies more in the originality, and they are certainly very pretty. For useful morning frocks, they would be exactly right and some are light enough for afternoons.

38 inches wide and 45c a yard.
(First Floor, Chestnut)

White Sale Corsets

Letitia models of excellent materials, broken sizes. Girdle tops, white only, are \$3; other girdle tops of pink or white coutil are \$3.50; and white coutil with medium bust and long hip is \$3.50.

L. R. corsets in short lengths with low bust are of pink batiste, in large sizes only, \$2.50.

Other L. R.'s are in various models—some with low bust and long skirt, \$1.50 and \$2. Also a low bust for average figures, \$1. L. R. corsets of tricort, topless and short, \$2.

(Third Floor, Central)

New Books

"The Roll Call," by Arnold Bennett, is a tale of George, the son of Hilda Crossways, which connects it with the Clayhanger series. But the book is independent of this series as a work of richly colored art, \$1.50.

"The Doughboys," by Patrick MacGill. The king of Irish characters is the Sullivan of this story—Sullivan terrible in battle, \$1.50.

"The Human Touch," by "Sapper." A story of the terrible, the funny, the heroic at the front. Price \$1.50.
(Main Floor, Thirtieth)

348 Fine Domestic Rugs at Just Half Price

For immediate clearaway we have taken 348 rugs out of stock and marked them exactly half regular prices. In the lot are room-size rugs, small rugs and bath rugs. A number of the finer weaves are only one or two of a kind, and it is highly advisable to come early.

Wilton Rugs
9 x 12 ft., \$62.50 8.3 x 10.6 ft., \$60

Fiber Rugs
8.3 x 10.6 ft., \$9.25 6 x 9 ft., \$7

Rag Rugs
9 x 12 ft., \$9.75 4 x 7 ft., \$2.75

Smyrna Rugs
27 x 54 in., \$2.90 24 x 60 in., \$2.90

Bath Rugs
Six sizes, from 18 x 36 in., at 75c, to 36 x 72 in., at \$3.50.

There are other sizes in the other groups that are not mentioned, all at half price.

(Seventh Floor, Chestnut)

A Large Collection of Women's Small Hats for Spring



Whatever else she wears she is an unusual woman who feels that she can get along without at least one small hat in her hat boxes. And here tomorrow is a whole, brand-new collection of the most fetching little hats we've shown in a long time.

They are hats from our own workrooms—new and original models—and there are not two alike.

One of the most delightful is a long turban of rough and shiny gray straw, trimmed with many bunches of tiny purple grapes, in the most exquisite shade, and silvery gray leaves.

(Second Floor, Chestnut)

And a piquant little affair, also of rough blue straw, has its upturned brim cut in four places and velvety chenille, in a rose geranium shade, massed on the brim in little rose shapes.

We counted twelve little fly-away wings on another dark gray straw, and each wing is poised at just the right angle. Speaking of wings, reminds us of several other hats with smart wings arranged at one side. One is of black lisere and satin, another of blue and still another of the new brown.

Many could be worn at once—and you'll want to wear them, too, when you see them! \$12 to \$30.

In the Little House

you will see a little easy chair with a tabouret to match beside it. It is a very little runt of a chair, of no particular style, with droil little legs and arms and an old-fashioned ruffle around it, and it is softly cushioned, and altogether most pleasing to the eye and a very joy to sit in. We forgot to say the covering is black with gay posies scattered on it.

This is one of the simple things you can sometimes find in The Little House, among very rare and distinguished and splendid things.

(Fifth Floor, Chestnut)

Youthful and So Pretty Are New Round Collars

They are pleated and made either of satin in a color to contrast with the Spring frock or of Georgette crepe, sometimes polka dotted and with a colored hem.

Such collars will be seen more and more from now on.

In satin \$1, and in Georgette crepe \$1.50.

(Main Floor, Central)

Certain Good Inexpensive Things in the Sale of White

Such as corset covers of nainsook with lace and embroidery medallions at 75c and 85c; and other corset covers with embroidery edges and ribbons at 75c; and drawers of the wide circular sort and the usual straight sort with lace-edged ruffles, or blind embroidery at 85c a pair.

Don't forget that the White Sale ends with the end of January!

(Third Floor, Central)

The Electric Suction Cleaner That Is Just Right for Nine-tenths of the Houses in Philadelphia

is the Cadillac Special New Model "K," priced \$47.50.

It has certain features that most other electric suction cleaners do not have.

Its motor bearings are dustproof. This means that they are not likely to wear out.

You may forget to oil it, but it will not forget to oil itself. It will operate for months without wear.

It has a dustless dirt bag. Many other cleaners suck the dirt into a bag and blow it right out again. This never happens with a Cadillac.

The handles stand right up when not in use—don't slam around and bang up the furniture.

Attachable in a moment to any electric light socket.

Cleans 12 inches wide at a time.

Picks up lint. Many cleaners claim this. Cadillac actually accomplishes it.

Far and away, we are convinced, the best electric suction cleaner at the price.

(Housefurnishings Store, Fourth Floor, Central)

CERTAIN rooms there are in which Wallace Nutting photographs are perfect, and certain people who enjoy them more than anything else, New England Spring scenes, New England interiors and occasional foreign subjects.

(Fifth Floor, Market)

Winter Suits of Quality for the Boys

The warmth of good wool, the neatness, fit, style and service of good tailoring—all these are in them, and no mistake about it. Norfolk styles in sizes 8 to 18 years, \$18 to \$30.

(Second Floor, Central)



Seems Good to See Men in Full Dress Again

The days have come back when a gentleman may essay to luxuriate in formal apparel and when the niceties of social gatherings may be observed, as before the war.

Full dress suits, \$40 to \$50.

Dinner suits, \$40.

White dress vests, \$3.75 to \$7.50.

(Third Floor, Market)

Men's Fine Traveling Bags at a Dollar an Inch

Two styles, of tan cowhide, with sewed-in frames and in a roomy and well-cut shape.

One is smooth, with leather lining.

The other is hand-boarded, with plaid fabric lining.

\$18 for the 18-inch size and \$20 for the 20-inch size.

(Main Floor, Chestnut)

All the Hosiery and Underwear You Want at About Half Price

Any man or woman who fails to take advantage of this great Winter Sale of Hosiery and Underwear has no right to complain of high prices.

We could not revise prices on the whole market of these goods, but we could take \$90,450 worth of our own stocks and reduce them to \$47,220—practically half price—and that is what we did.

There are goods in this sale for wear the whole year round; it is not limited to Winter garments. In some groups sizes may not be complete, but you can find your size in something desirable.

Women's Underwear

50c for Summer lisle suits.

\$1.50 for lisle suits, bodice and low-neck style; ribbed silk vests and wool spencers.

\$1.75 for merino suits, "seconds"; extra sizes only.

\$2.50 for wool spencers.

(East Aisle)

Women's Stockings

18c or 3 pair for 50c for "seconds"; black, white and colored; mercerized.

25c for black and white lisle.

35c or 3 pair for \$1 for black and white cotton and lisle; full fashioned.

50c for black and white mercerized, black and white silk; "seconds."

75c for black, white and colored silks.

\$1 for black, white and colored silks.

\$1.25 for black with white clocks, white with black clock silk.

\$1.50 for embroidered and clocked silk.

\$2 for clocked and embroidered silk.

(West Aisle)

Men's Underwear

75c for French lisle shirts and drawers, gauze weight.

\$1 for natural merino shirts and drawers, Winter weight; white cotton union suits, medium weight.

\$1.50 for natural merino shirts and drawers; also union suits, Winter weight; medium-weight cotton union suits.

\$2 for medium-weight natural merino union suits; Winter-weight natural merino shirts and drawers.

\$3.50 for merino union suits; medium and Winter weight.

\$5 for natural merino union suits; Winter weight.

\$10 for silk and lisle union suit; Winter weight.

(Main Floor, Market)

Men's Half Hose

25c for black and colored artificial silk; black and colored mercerized "seconds."

35c or 3 pair for \$1 for black and colored artificial silk, natural black and Oxford merino.

50c for white and colored wools and "seconds" of white and colored silks.

75c for white and colored wools.

\$1 for fancy lisle white and colored wools and accordion-ribbed silk.

(Main Floor, Market)

1000 Yards of White Linen Suiting \$2 a Yard—Special

These are goods taken out of our own stock and reduced from a price that was already remarkably low. As values go today, the saving is \$1 a yard. The material is a fine, pure flax weave imported direct from Scotland, and, being in the 90-inch width, will cut to excellent advantage. This is just a remarkable opportunity to get a splendid quality of white linen suiting at a saving large and real.

(First Floor, Chestnut)

Exceptional Quilts for Real Winter Nights Still Ahead

Has "Old Man Winter" missed his way? We don't believe he has. No doubt he has been somewhat broken up, but, make no mistake about it, there is some of him left, enough at any rate to keep wise people on the alert in the matter of having plenty of good, warm blankets and quilts in readiness.

Now as to quilts—we have just opened two new lots—one lot of quilts guaranteed by the makers to be filled with wool. These are covered in sateen, some with plain backs, others with backs figured to match the top, all with plain borders. They are specially priced at \$10 each.

The other new quilts are filled with wool and cotton, topped with figured satin, bordered with plain satin and backed with sateen. The price, \$15, is five dollars less than the regular value.

Cozy heaps of down-filled quilts are coming in all the time, the latest being marked to sell at \$10 and \$12. We are told by people who have "been around" that they are just of the same grade as quilts generally sold for much higher prices—and we know this to be true.

They are cut in the standard size, 2 x 2 yards, and covered with fine sateen, the \$12 ones having a plain insertion.

(Sixth Floor, Central)

Pure Linen Tea Toweling, Exceptional at 35c a Yard

The market is picked practically bare of good, low-priced toweling such as this.

For such lots as can now be obtained at wholesale, a higher price than this is being asked.

All pure linen, of the kind so good for drying dishes.

The width is 17 inches.

(First Floor, Chestnut)

SPECIAL SHOE SALES

Men's Shoes, \$4.40

Smooth black calfskin blucher lace with smart, narrow toe or rather wide toe.

Plump black box calfskin in same styles or made on Munson Army last, with wide, soft toe.

(Main Floor, Market)

Girls' and Women's Shoes, \$5.90

High lace shoes of a dark brown, specially tanned leather that is heavy but soft. Soles are viscolized and all have low, broad heels. Straight lace with narrow or wide toe and blucher lace with wide toe. Extremely durable.

(First Floor, Market)